

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BUYING TIME	Rep Firm	
Advertiser	() .PESTKA FOR CONGRESS		650 MASSACHUSETTS AVE,N.W., SUITE 210	Sales Office	() PHILADELPHIA
Product	PESTKA FOR CONGRESS		WASHINGTON, DC 20001	Salesperson	() IAN AMBRON
Estimate#	2332	Agency C/P1/P2/E	363/365/2332		
Buyer	Nathaniel Kronisch	Flight Dates	09/19/2012 - 09/25/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/19-09/19	1	1	1	\$150.00	
	2	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/20-09/20	1	1	1	\$150.00	
	3	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/21-09/21	1	1	1	\$150.00	
	4	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/24-09/24	1	1	1	\$150.00	
	5	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/25-09/25	1	1	1	\$150.00	
	6	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
	7	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	8	F	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/21-09/21	1	1	1	\$400.00	
	9	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	10	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	11	W	7A-9A	TODAY SHOW	:30	\$650.00	09/19-09/19	2	1	2	\$1,300.00	
	12	TH	7A-9A	TODAY SHOW	:30	\$650.00	09/20-09/20	1	1	1	\$650.00	
	13	F	7A-9A	TODAY SHOW	:30	\$650.00	09/21-09/21	2	1	2	\$1,300.00	
	14	M	7A-9A	TODAY SHOW	:30	\$650.00	09/24-09/24	2	1	2	\$1,300.00	

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

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	15	TU	7A-9A	TODAY SHOW	:30	\$650.00	09/25-09/25	2	1	2	\$1,300.00	
	16	W	9A-10A	TODAY SHOW 2	:30	\$300.00	09/19-09/19	1	1	1	\$300.00	
	17	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	09/20-09/20	1	1	1	\$300.00	
	18	F	9A-10A	TODAY SHOW 2	:30	\$300.00	09/21-09/21	1	1	1	\$300.00	
	19	M	9A-10A	TODAY SHOW 2	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	20	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	09/25-09/25	1	1	1	\$300.00	
	21	W	10A-11A	TODAY SHOW 3	:30	\$200.00	09/19-09/19	1	1	1	\$200.00	
	22	TH	10A-11A	TODAY SHOW 3	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	23	F	10A-11A	TODAY SHOW 3	:30	\$200.00	09/21-09/21	1	1	1	\$200.00	
	24	M	10A-11A	TODAY SHOW 3	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	25	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	26	W	11A-12P	EIGHT WEST	:30	\$75.00	09/19-09/19	1	1	1	\$75.00	
	27	TH	11A-12P	EIGHT WEST	:30	\$75.00	09/20-09/20	1	1	1	\$75.00	
	28	F	11A-12P	EIGHT WEST	:30	\$75.00	09/21-09/21	1	1	1	\$75.00	
	29	M	11A-12P	EIGHT WEST	:30	\$75.00	09/24-09/24	1	1	1	\$75.00	
	30	TU	11A-12P	EIGHT WEST	:30	\$75.00	09/25-09/25	1	1	1	\$75.00	

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Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

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	31	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/19-09/19	1	1	1	\$225.00	
	32	TH	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/20-09/20	1	1	1	\$225.00	
	33	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/21-09/21	1	1	1	\$225.00	
	34	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
	35	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/25-09/25	1	1	1	\$225.00	
	36	W	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	09/19-09/19	1	1	1	\$200.00	
	37	TH	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	38	F	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	09/21-09/21	1	1	1	\$200.00	
	39	M	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	40	M	2P-3P	RACHAEL RAY	:30	\$125.00	09/24-09/24	1	1	1	\$125.00	
	41	W	3P-4P	DOCTORS	:30	\$125.00	09/19-09/19	1	1	1	\$125.00	
	42	TH	3P-4P	DOCTORS	:30	\$125.00	09/20-09/20	1	1	1	\$125.00	
	43	F	3P-4P	DOCTORS	:30	\$125.00	09/21-09/21	1	1	1	\$125.00	
	44	M	3P-4P	DOCTORS	:30	\$125.00	09/24-09/24	1	1	1	\$125.00	
	45	W	4P-5P	ELLEN	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
	46	TH	4P-5P	ELLEN	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	47	M	4P-5P	ELLEN	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	

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	48	TU	4P-5P	ELLEN	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	49	W	5P-530P	NEWS AT 5P	:30	\$675.00	09/19-09/19	1	1	1	\$675.00	
	50	TH	5P-530P	NEWS AT 5P	:30	\$675.00	09/20-09/20	1	1	1	\$675.00	
	51	F	5P-530P	NEWS AT 5P	:30	\$675.00	09/21-09/21	1	1	1	\$675.00	
	52	M	5P-530P	NEWS AT 5P	:30	\$675.00	09/24-09/24	1	1	1	\$675.00	
	53	TU	5P-530P	NEWS AT 5P	:30	\$675.00	09/25-09/25	1	1	1	\$675.00	
	54	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/19-09/19	1	1	1	\$675.00	
	55	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/20-09/20	1	1	1	\$675.00	
	56	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/21-09/21	1	1	1	\$675.00	
	57	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/24-09/24	1	1	1	\$675.00	
	58	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/25-09/25	1	1	1	\$675.00	
	59	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/19-09/19	1	1	1	\$1,125.00	
	60	TH	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/20-09/20	1	1	1	\$1,125.00	
	61	F	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/21-09/21	1	1	1	\$1,125.00	
	62	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/24-09/24	1	1	1	\$1,125.00	
	63	TU	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/25-09/25	1	1	1	\$1,125.00	

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	64	W	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
	65	TH	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	09/20-09/20	1	1	1	\$2,000.00	
	66	F	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	09/21-09/21	1	1	1	\$2,000.00	
	67	M	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
	68	TU	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	09/25-09/25	1	1	1	\$2,000.00	
	69	W	7P-730P	INSIDE EDITION	:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
	70	F	7P-730P	INSIDE EDITION	:30	\$450.00	09/21-09/21	1	1	1	\$450.00	
	71	M	7P-730P	INSIDE EDITION	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	72	TU	7P-730P	INSIDE EDITION	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
	73	TH	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	74	M	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	75	W	11P-1135P	NEWS AT 11P	:30	\$900.00	09/19-09/19	1	1	1	\$900.00	
	76	TH	11P-1135P	NEWS AT 11P	:30	\$900.00	09/20-09/20	1	1	1	\$900.00	
	77	F	11P-1135P	NEWS AT 11P	:30	\$900.00	09/21-09/21	1	1	1	\$900.00	
	78	M	11P-1135P	NEWS AT 11P	:30	\$900.00	09/24-09/24	1	1	1	\$900.00	
	79	TU	11P-1135P	NEWS AT 11P	:30	\$900.00	09/25-09/25	1	1	1	\$900.00	

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	80	W	1135P-1235A	LENO	:30	\$300.00	09/19-09/19	1	1	1	\$300.00	
	81	TH	1135P-1235A	LENO	:30	\$300.00	09/20-09/20	1	1	1	\$300.00	
	82	F	1135P-1235A	LENO	:30	\$300.00	09/21-09/21	1	1	1	\$300.00	
	83	M	1135P-1235A	LENO	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	84	M	1235A-135A	FALLON	:30	\$75.00	09/24-09/24	1	1	1	\$75.00	
	85	W	9P-10P	LAW AND ORDER	:30	\$875.00	09/19-09/19	1	1	1	\$875.00	
	86	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	09/22-09/22	1	1	1	\$150.00	
	87	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	09/22-09/22	1	1	1	\$275.00	
	88	SA	8A-10A	TODAY SHOW	:30	\$375.00	09/22-09/22	1	1	1	\$375.00	
	89	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	09/22-09/22	1	1	1	\$400.00	
	90	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	09/22-09/22	1	1	1	\$900.00	
	91	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	09/23-09/23	1	1	1	\$125.00	
	92	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
	93	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	09/23-09/23	1	1	1	\$600.00	
	94	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	09/23-09/23	1	1	1	\$1,000.00	

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	95	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	09/23-09/23	1	1	1	\$400.00	
	96	SU	1030A-11A	CHRIS MATTHEWS	:30	\$1,000.00	09/23-09/23	1	1	1	\$1,000.00	
	97	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	09/23-09/23	1	1	1	\$750.00	
	98	SU	7P-8P	FOOTBALL NIGHT IN AMERICA	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	99	SU	1130P-12A	NEWS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 103 / \$54,475.00

---SALES MONTHLY TOTALS---

Sep 12: 103 / \$54,475.00

Sales Totals: 103 / \$54,475.00

Station Totals: 103 / \$54,475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$131,901	CATV	0%	WOOD	41%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	16%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE